

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 07852 270818Z
ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W
-----270819Z 075437 /10

P R 270752Z MAY 77
FM AMEMBASSY TOKYO
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 8144

UNCLAS TOKYO 7852

FOR OIM/WELCH

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: MULTI-FIRM BSP, AUDIO USA EXHIBITION, U.S. TRADE CENTER, TOKYO,
MAY 18-20, 1977

1. EXHIBITORS: FIFTEEN U.S. EXHIBITORS/NINE JAPANESE REPRESENTATIVES

- (A) NTM: NINE
- (B) OTM: SIX
- (C) FULLY ACHIEVED PRIMARY OBJECTIVE: TWO
- (D) PARTIALLY ACHIEVED PRIMARY OBJECTIVE: THIRTEEN
- (E) FAILED TO ACHIEVE PRIMARY OBJECTIVE: ZERO
- (F) U.S. EXHIBITORS WITH REPRESENTATIVES FROM U.S.: THREE

2. SALES: \$3,004,900

- (A) ACTUAL DURING EVENT: \$900
- (1) NTM: \$900
 - (2) OTM: 0

(B) EXPECTED NEXT 12 MONTHS: \$3,004,000

- (1) NTM: \$2,424,000
- (2) OTM: \$580,000

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2. (C) TOTAL LEADS OBTAINED: 827

- (1) NTM: 327
- (2) OTM: 500

3. TOTAL NUMBER OF VISITORS: 1,134 (HANDCOUT)

- (A) RECEPTION: 103

(B) FIRST DAY: 281
(C) SECOND DAY: 325
(D) THIRD DAY: 425

4. MISCELLANEOUS:

(A) EXHIBITOR-FUNDED OPENING RECEPTION WAS CONDUCTED.

(B) NO VISITORS'S REGISTRATION SYSTEM CONDUCTED.

SHOESMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 27-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TOKYO07852
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770189-1182
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977057/aaaaafzp.tel
Line Count: 70
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 7d833096-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 22-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2565026
Secure: OPEN
Status: NATIVE
Subject: MULTI-FIRM BSP, AUDIO USA EXHIBITION, U.S. TRADE CENTER, TOK YO, MAY 18-20, 1977
TAGS: BEXP, JA
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/7d833096-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
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